

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2024
(First Semester)

Branch - HOSPITAL ADMINISTRATION

MANAGEMENT PRINCIPLES AND ORGANIZATIONAL BEHAVIOUR

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	A pluralistic society is characterized by: a) Uniformity b) Diversity c) Monoculture d) Centralization	K1	CO1
	2	Who is known for the Hawthorne studies that contributed to behavioural management? a) Elton Mayo b) Frederick Taylor c) Henri Fayol d) Max Weber	K2	CO3
2	3	Which of the following is the first step in the planning process? a) Setting objectives b) Developing alternatives c) Implementing the plan d) Evaluating results	K1	CO2
	4	Which type of decision is routine and follows established guidelines? a) Programmed decision b) Non-programmed decision c) Strategic decision d) Tactical decision	K2	CO2
3	5	In the Managerial Grid, which style focuses on both high concern for people and high concern for production? a) Country Club Management b) Team Management c) Impoverished Management d) Authority-Compliance	K1	CO5
	6	According to Maslow's hierarchy of needs, which of the following is the highest level? a) Safety needs b) Social needs c) Esteem needs d) Self-actualization	K2	CO4
4	7	Which theory emphasizes the role of reinforcement in learning? a) Operant conditioning b) Classical conditioning c) Social learning theory d) Cognitive learning theory	K1	CO3
	8	The Big Five personality traits include all EXCEPT: a) Openness to experience b) Conscientiousness c) Extraversion d) Aggressiveness	K2	CO4
5	9	Group norms are important because they: a) Establish acceptable behaviours b) Promote conflict c) Limit participation d) Create rigid structures	K1	CO5
	10	Which type of power is based on the ability to control rewards? a) Coercive power b) Reward power c) Referent power d) Expert power	K2	CO3

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SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Elaborate the dynamic nature of management.	K6	CO1
	(OR)			
	11.b.	Discuss how different managerial skills are applied at various levels of the organizational hierarchy?		
2	12.a.	Explain the role of business forecasting in strategic planning.	K5	CO2
	(OR)			
	12.b.	Evaluate the role of delegation in enhancing employee motivation and performance.		
3	13.a.	Examine the Managerial Grid model in detail.	K4	CO3
	(OR)			
	13.b.	Analyze how different leadership styles can impact team performance.		
4	14.a.	Analyze learning theories can be applied in employee training.	K4	CO4
	(OR)			
	14.b.	Examine the role of personality in workplace behavior.		
5	15.a.	Explain the factors that influence group cohesiveness.	K5	CO5
	(OR)			
	15.b.	Evaluate the different sources of power in organizations.		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Explain how the functions of management are applied in a startup environment compared to an established corporation.	K5	CO1
2	17	Evaluate the pros and cons of centralization versus decentralization.	K5	CO2
3	18	Analyze the selection process in organizations.	K4	CO3
4	19	Examine various motivation theories and their application in the workplace.	K4	CO4
5	20	Discuss the causes of stress in the workplace and its impact on employee performance.	K6	CO5

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MSc DEGREE EXAMINATION DECEMBER 2024
(First Semester)

Branch - **HOSPITAL ADMINISTRATION**

STRATEGIC MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which of the following is NOT a primary activity in Porter's Value Chain? A) Inbound logistics B) Marketing and sales C) Operations D) Human resource management	K1	CO1
	2	Which of the following best describes an organizational profile? A) A detailed financial analysis B) A summary of organizational structure and culture C) A market share report D) An employee satisfaction survey	K2	CO1
2	3	Which of the following is NOT a component of PESTLE analysis? A) Political B) Environmental C) Technical D) Social	K1	CO2
	4	What does the "R" in the VRIO framework represent? A) Rarity B) Reliability C) Responsiveness D) Relevance	K2	CO2
3	5	Which level of strategy focuses on how to compete successfully in particular markets? A) Corporate Level B) Business Level C) Functional Level D) Operational Level	K1	CO3
	6	Which of the following is NOT a market entry strategy? A) Licensing B) Direct Investment C) Outsourcing D) Joint Ventures	K2	CO3
4	7	In the BCG Matrix, which category represents a business unit with high market share and low growth? A) Stars B) Dogs C) Question Marks D) Cash Cows	K1	CO4
	8	Which of the following is NOT part of Ansoff's Product-Market Matrix? A) Market Development B) Product Development C) Competitive Advantage D) Diversification	K2	CO4
5	9	Which perspective is NOT part of the Balanced Scorecard? A) Financial B) Customer C) Supply Chain D) Internal Processes	K1	CO5
	10	Which of the following is a key component of the Balanced Scorecard? A) Market Share B) Stakeholder Engagement C) Learning and Growth D) Cost Reduction	K2	CO5

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SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Examine the process of setting long-term objectives in strategic management.	K4	CO1
	(OR)			
	11.b.	Analyze the importance of having a clear vision and mission statement in strategic management.		
2	12.a.	Explain the key objectives of a healthcare organization.	K5	CO2
	(OR)			
	12.b.	Evaluate the importance of PESTLE analysis in the healthcare industry.		
3	13.a.	Explain the role of market entry strategies in expanding a healthcare organization into a new region.	K5	CO3
	(OR)			
	13.b.	Evaluate the differences between adaptive strategies and positioning strategies.		
4	14.a.	Analyze the GE Nine Cell Matrix and its purpose in portfolio analysis.	K4	CO4
	(OR)			
	14.b.	Examine the Strickland's Grand Strategy Selection Matrix in making strategic choices.		
5	15.a.	Construct the Balanced Scorecard for measuring performance in a hospital.	K6	CO5
	(OR)			
	15.b.	Discuss the differences between Blue Ocean and Red Ocean strategies.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Examine the application of Porter's Value Chain in a real-world organization.	K4	CO1
2	17	Analyze how Porter's Five Forces can help a healthcare organization.	K4	CO2
3	18	Explain the relationship between corporate, business, and functional strategies.	K5	CO3
4	19	Evaluate the application of Ansoff's Product-Market Matrix for a healthcare organization.	K5	CO4
5	20	Discuss the key problems in establishing strategic controls.	K6	CO5

Z-Z-Z END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2024
(First Semester)

Branch- HOSPITAL ADMINISTRATION

ACCOUNTING AND FINANCIAL REPORTING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	The accounting equation is: a) Assets = Liabilities + Equity b) Assets = Liabilities - Equity c) Assets + Liabilities = Equity d) Assets = Revenue - Expenses	K1	CO1
	2	Which financial statement reports the accumulated depreciation? a) Income Statement b) Statement of Cash Flows c) Balance Sheet d) Statement of Changes in Equity	K2	CO1
2	3	Which costing method focuses on eliminating waste? a) Standard Costing b) Marginal Costing c) Lean Costing d) Activity-Based Costing	K1	CO2
	4	Which of the following is a variable cost? a) Rent b) Salaries c) Raw materials d) Depreciation	K2	CO2
3	5	The break-even point is where: a) Total revenue equals total costs b) Total revenue exceeds total costs c) Total costs exceed total revenue d) Profit is maximized	K1	CO3
	6	Which ratio indicates a company's ability to pay its long-term debts? a) Current ratio b) Quick ratio c) Debt to equity ratio d) Inventory turnover	K2	CO3
4	7	Which of the following is included in the Receipts and Payments Account? a) Depreciation b) Cash donations c) Accrued expenses d) Depreciation reserves	K1	CO4
	8	What does the Income and Expenditure Account primarily show? a) Cash flow b) Profit and loss c) Financial position d) Cash reserves	K2	CO4
5	9	Window dressing in financial reporting refers to: a) Accurate financial presentation b) Misleading financial statements c) Transparent reporting d) Regular auditing	K1	CO5
	10	What is a primary benefit of cost containment in hospitals? a) Increased patient volume b) Improved quality of care c) Reduced operational costs d) Enhanced staff satisfaction	K2	CO5

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SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Identify the key accounting concepts and conventions.	K3	CO1
		(OR)		
	11.b.	Organize the main elements of a balance sheet.		
2	12.a.	Identify the importance of cost accounting in decision-making.	K3	CO2
		(OR)		
	12.b.	Construct the different types of costs and their classification.		
3	13.a.	Examine the various classifications of ratios with examples.	K4	CO3
		(OR)		
	13.b.	Analyze the steps in preparing a cash flow statement.		
4	14.a.	Examine the purpose of the Receipts and Payments Account in a non-profit organization.	K4	CO4
		(OR)		
	14.b.	Distinguish between capital expenditure and revenue expenditure.		
5	15.a.	Explain the role of the finance controller in hospital management.	K5	CO5
		(OR)		
	15.b.	Evaluate the importance of a financial information system in a hospital.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Examine depreciation by using Straight Line method and Diminishing Balance Method from the following data: - Cost of the Asset: Rs or ₹ 10,000 - Useful Life: 5 years - Residual Value: Rs 1,000 - Depreciation Rate for Diminishing Method: 20%	K4	CO1
2	17	List a cost sheet for a manufacturing company, including all necessary components.	K4	CO2
3	18	Estimate flexible budget by using following data, - Sales Volume: 1,000 units - Selling Price per Unit: Rs 50 - Variable Cost per Unit: Rs 30 - Fixed Costs: Rs 10,000 Prepare a flexible budget for different sales volumes: 800 units, 1,000 units, and 1,200 units.	K5	CO3
4	19	A Non- Profit Institution has the following data for the year 2023: - Cash at the beginning: Rs 2,500 - Tuition fees received: Rs 6,000 - Donations received: Rs 2,500 - Office expenses: Rs 3,500 - Cash at the end: Rs 7,500 Estimate the Receipts and Payments Account.	K5	CO4
5	20	Examine the consequences of window dressing in financial reporting for hospitals.	K4	CO5

Z-Z-Z

END

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MSc DEGREE EXAMINATION DECEMBER 2024
(First Semester)

Branch - HOSPITAL ADMINISTRATION

HOSPITAL PLANNING AND ARCHITECTURE

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What standard form must be filled before starting a surgery ? a) SF 520 b) SF 521 c) SF 522 d) SF 523	K1	CO3
	2	Outline the thickness of Lead Jacket that is Maintained For X - Ray procedures ? a)0.25mm b) 2.5mm c) 25mm d) 250mm	K2	CO3
2	3	What are the functions of OP department includes ? a) Promotion of health b) Training of medical & nursing personnel c) Social search d) All of the above	K1	CO5
	4	Illustrate supportive services of the hospital includes all except ? a)Pharmacy b) Housekeeping c) Labs d) Laundry	K2	CO5
3	5	What is the primary focus of hospital Planning & design ? a) Ensuring adequate planning , design , construction and operation of health facilities b) Incorporating IT into the hospital planning process c) Emphasizing the importance of rural management systems d) Maximizing patient satisfaction through grief and vaccination services	K1	CO1
	6	In a hospital CSSD stands for _____ a) Central sterile services Department b) Centralized Sanitation Standards Department c) Centralized Surgery and Sanitation Department d) Centralized Sterilization and Sanitation Department	K2	CO4
4	7	Manifold services in a hospital setting usually refers to ? a) Diverse healthcare services offered by the Hospital b) The control system for medical gas distribution c) The management of Hospital Waste d) The patient Transportation services	K1	CO4
	8	Planning of a new hospital starts with setting goals for the hospital, without which the organization cannot have a definite direction or focus. Which of the following areas is not considered by an organization while studying existing hospital facilities in an area? (a) Bed ratio (b) Hospital occupancy (c) Physical condition of facilities (d) Volume of services provided	K2	CO1

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5	9	A case history of the patient will be taken and the patient will have a case sheet in which his progress will be recorded. a) patient b) casualty c) inpatient d) outpatient	K1	CO2
	10	_____ are used in medical applications to perform sterilization and in the chemical industry to cure coatings and vulcanize rubber and for hydrothermal synthesis. a) steam sterilizer b) autoclaves c) filtration technology d) negative pressure	K2	CO2

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Construct about the importance of hospital planning and designing.	K3	CO1
		(OR)		
	11.b.	Identify the role of a modern hospital.		
2	12.a.	Examine the role of architecture in hospital planning.	K4	CO2
		(OR)		
	12.b.	Analyze the modular OT.		
3	13.a.	Categorize the medical gas centralized system & how it works ? explain types of gas used in hospitals.	K4	CO3
		(OR)		
	13.b.	List out biomedical waste importance in hospitals.		
4	14.a.	Identify the role of the emergency services in the hospital.	K3	CO4
		(OR)		
	14.b.	Construct about the function of the dialysis machine.		
5	15.a.	Evaluate the safety measures of the hospital environment.	K5	CO5
		(OR)		
	15.b.	Evaluate the dietary service in hospitals.		

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Build about the basic requirements of supporting services in multi-speciality hospital briefly explain any five.	K3	CO1
2	17	Construct about the purpose of labs in hospitals , briefly explain along with their standards.	K3	CO4
3	18	Construct the OP , IP, Hospital services along with any 2 suitable divisions.	K6	CO5
4	19	Categorize in detail - NABH standard for multi-speciality hospitals.	K4	CO2
5	20	Analyze the types of standards required for hospitals & describe any 3 standards.	K4	CO3

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MSc DEGREE EXAMINATION DECEMBER 2024
(First Semester)

Branch - HOSPITAL ADMINISTRATION

MEDICAL TERMINOLOGY

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which part of the digestive system is primarily responsible for nutrient absorption? A) Stomach B) Small intestine C) Large intestine D) Esophagus	K1	CO1
	2	Which part of the nervous system is responsible for involuntary actions, such as heartbeat and digestion? A) Somatic nervous system B) Central nervous system C) Autonomic nervous system D) Peripheral nervous system	K2	CO1
2	3	Why is it important to use medical terms? A) To confuse patients B) To enhance communication among healthcare professionals C) To simplify language D) To increase costs	K1	CO2
	4	What does the suffix "-itis" indicate? A) Condition of B) Inflammation C) Surgical procedure D) Removal of	K2	CO2
3	5	Which type of medical specialist focuses on the treatment of heart conditions? A) Neurologist B) Cardiologist C) Endocrinologist D) Orthopedist	K1	CO3
	6	What does the hospital emergency code "Code Blue" typically indicate? A) Fire emergency B) Bomb threat C) Cardiac arrest D) Severe weather	K2	CO3
4	7	What is an example of a direct cause of disease? A) Poor nutrition B) Genetic mutation C) Environmental toxins D) Lack of exercise	K1	CO4
	8	Which of the following is considered a major non-communicable disease? A) Influenza B) Tuberculosis C) Diabetes D) Measles	K2	CO4
5	9	What is a nosocomial infection? A) An infection acquired outside of a healthcare setting B) An infection acquired during hospital stays C) An infection transmitted through food D) An infection that is hereditary	K1	CO5
	10	What is the most common method of sterilization used in healthcare settings? A) Dry heat B) Ethylene oxide gas C) Autoclaving (steam under pressure) D) Boiling water	K2	CO5

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SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Interpret the function of Excretory system.	K2	CO1
	(OR)			
	11.b.	Infer a note on Endocrine Gland.		
2	12.a.	Analyse the basic elements of medical word.	K3	CO2
	(OR)			
	12.b.	Categories the commonly used prefixes and suffixes.		
3	13.a.	Analyze and interpret laboratory symbols.	K3	CO3
	(OR)			
	13.b.	Enumerate a note on general healthcare.		
4	14.a.	Discuss on types of disease.	K3	CO4
	(OR)			
	14.b.	Enumerate a note direct cause of disease.		
5	15.a.	Analyse the key principles of Medical Asepsis.	K3	CO5
	(OR)			
	15.b.	Extend a note on Infection control measure.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Illustrate the Respiratory system and explain its function.	K3	CO1
2	17	Infer medical terminology? Illustrate the reasons for using medical terms.	K3	CO2
3	18	Discuss on Hospital emergency codes.	K3	CO3
4	19	Critically analyse the modes of disease transmission.	K3	CO4
5	20	Enumerate a note on Infection control committee.	K3	CO5

Z-Z-Z END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MSc DEGREE EXAMINATION DECEMBER 2024
(Third Semester)

Branch - **HOSPITAL ADMINISTRATION**

RESEARCH METHODOLOGY FOR HEALTHCARE SERVICES

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

$$(10 \times 1 = 10)$$

Module No.	Question No.	Question	K Level	CO
1	1	Which of the following features are considered as critical in qualitative research? a. Collecting data with the help of standardized research tools. b. Design sampling with probability sample techniques. c. Collecting data with bottom-up empirical evidence. d. Gathering data with top-down schematic evidence.	K1	CO1
	2	Hypothesis is..... a. Conclusion drawn from existing literature b. Interpretation of data c. Relation between variables d. Comparison of assumptions	K2	CO1
2	3	Research design is a _____ for conducting the marketing research project. a. strategy b. framework c. Report d. Title	K1	CO2
	4	The outcome of what is being measured is termed: a. Independent Variable b. Dependent Variable c. Predictor Variable d. Hypothetical Variable	K2	CO2
3	5	A schedule is generally filled up by a. Researcher b. Informants c. Government d. Educational Institutions	K1	CO3
	6	Which one of the following stages of the marketing research process most expensive? a. Data analysis b. Report writing c. Developing the research plan d. Data collection	K2	CO3
4	7	What is the major attribute of Correlation Analysis? a. Association among variables b. Difference among variables c. Regression among variables d. Variations among variables	K1	CO4
	8	Which of the following is not a correct statement? a. A test can be reliable without being valid b. A test cannot be valid without being reliable c. A test can be reliable and valid both d. A test can be valid without being reliable	K2	CO4
5	9	Which of the following is an optional supplement of a research paper? a. Foot note b. Appendix c. Glossary d. Bibliography	K1	CO5
	10	Interpretation should be: a. Subjective b. Objective c. Integrity d. Quotations	K2	CO5

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SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Describe the ethical aspects in Health Research.	K4	CO1
		(OR)		
	11.b.	Summarize the characteristics of a good research.		
2	12.a.	Write short note on Case study mode of Research design.	K5	CO2
		(OR)		
	12.b.	Explain the classifications of experimental research design.		
3	13.a.	What are the importances of scaling in research?	K4	CO3
		(OR)		
	13.b.	Differentiate Cluster sampling from Stratified Sampling.		
4	14.a.	Show the precautions to be taken while interpreting the results in research.	K4	CO4
		(OR)		
	14.b.	What is editing? Why it is done in a research process?		
5	15.a.	Why quotations are used in a research report?	K6	CO5
		(OR)		
	15.b.	On what basis, research report can be evaluated?		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Classify different types of research with the help of suitable examples.	K4	CO1
2	17	Summarize the components of a research design.	K5	CO2
3	18	Briefly discuss the various methods of probability sampling.	K4	CO3
4	19	Elaborate the use of SPSS in data analysis.	K4	CO4
5	20	Give an account of basic structure of a research report.	K6	CO5

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MSc DEGREE EXAMINATION DECEMBER 2024
(Third Semester)

Branch – HOSPITAL ADMINISTRATION
HEALTH CARE SERVICES MARKETING

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What does the term “healthcare management” refers to? (a) Managing personal health and wellness (b) Managing healthcare facilities and resources (c) Managing healthcare policies and regulations (d) Managing healthcare research and development	K1	CO1
	2	What is healthcare marketing? (a) Promoting unhealthy lifestyle choices (b) Promoting healthcare services to patients (c) Promoting healthcare regulations (d) Promoting healthcare policies	K2	CO1
2	3	Marketers have traditionally classified products on the basis of three characteristics ____ tangibility and use. (a) Availability (b) Affordability (c) Aesthetics (d) Durability	K1	CO2
	4	Which has a fair to very good accuracy for short and long term forecasts? (a) Judgemental technique (b) Prior knowledge (c) Trend line techniques (d) Delphi method	K2	CO2
3	5	The success of healthcare services and diagnostic laboratories depends on their use of (a) Marketing mix (b) Advertising mix (c) Product mix (d) Promotional mix	K1	CO3
	6	The concept of marketing mix was developed by (a) Dr. Philip Kotler (b) Rosser Reeves (c) Christian Gronroos (d) Neil H. Borden	K2	CO3
4	7	Promotion decision involves (a) Interest, Trust, Persuasion (b) Information, Involvement, Attainment (c) Interest, Influence, Acquire (d) Information, Persuasion, Influence	K1	CO4
	8	Portfolio approach to investing is primarily focused on which of the following: (a) Diversification (b) Value protection (c) Return appreciation (d) Risk optimisation	K2	CO4
5	9	In the public relation the interaction of the healthcare marketing agencies is on different levels to communicate the correct information to the right ____. (a) Media (b) Market (c) Management (d) Audiences	K1	CO5
	10	Which social media platform is widely used in PR to share news and updates? (a) Snapchat (b) LinkedIn (c) Tik tok (d) Pinterest	K2	CO5

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SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	What is healthcare marketing important?	K5	CO1
	(OR)			
	11.b.	How is healthcare marketing different from other industries?		
2	12.a.	What is forecasting demand? and state their features.	K4	CO2
	(OR)			
	12.b.	What are the factors of consumer buying behaviour?		
3	13.a.	Classify the marketing service life cycle decisions.	K4	CO3
	(OR)			
	13.b.	What are the pricing objectives in healthcare?		
4	14.a.	State the sales promotion practices in healthcare organization.	K5	CO4
	(OR)			
	14.b.	Briefly explain the competitive positioning strategy.		
5	15.a.	Explain the public relations from healthcare marketing perspective.	K6	CO5
	(OR)			
	15.b.	Write about the health service public relation officer.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	What are the key components of a successful healthcare marketing strategy?	K4	CO1
2	17	What is segmentation targeting and positioning in healthcare?	K4	CO2
3	18	Elaborate the marketing approaches to new service development.	K4	CO3
4	19	Give brief explanation on the advertising in the healthcare industry.	K5	CO4
5	20	Explain about the changing roles and responsibilities of health services PRO.	K6	CO5

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2024
(Third Semester)

Branch – HOSPITAL ADMINISTRATION

SMART HOSPITAL MANAGEMENT SYSTEMS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Hospital management is considered as the _____. a) Art b) Science c) Both a and b d) Hobby	K2	CO1
	2	HM aims to _____. a) Minimize productivity b) Minimize cost involved c) Maximize wastage d) All the above	K2	CO1
2	3	Basic Hospital space does not include a) Inpatient care b) Ambulatory care c) Public space d) Space for super specialty diagnostic services	K1	CO2
	4	Minimum space required per bed in critical care areas is a) 100 sq feet b) 120 sq feet c) 140 sq feet d) 160 sq feet	K2	CO2
3	5	Supportive services of the hospital includes all except a) Physiotherapy services b) CSSD c) House keeping services d) Laundry services	K1	CO3
	6	LIMS refers to Management System pertaining to a) Laryngology b) Laboratory c) Laundry services d) Laparoscopic procedures	K2	CO3
4	7	Shopping window of a hospital is a) Operation theatre b) ICU c) OPD d) Cafeteria services	K1	CO4
	8	The department which distributes sterile instruments and linen throughout the hospital is a) Laboratory b) Microbiology c) Pathology d) CSSD	K2	CO4
5	9	An audit of Bio Medical Equipments is done to evaluate their a) Efficiency b) Accuracy c) Technology d) Both a and b	K1	CO5
	10	Post occupancy analysis to be conducted a) Anytime after occupancy b) After construction c) After 2 years d) After six months from occupancy	K2	CO5

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Compare Data and Information.	K4	CO1
		(OR)		
	11.b.	Inspect the importance of feedback for better Information Control.		
2	12.a.	Inspect Physical Systems design.	K4	CO2
		(OR)		
	12.b.	Analyze Post Audit System Evaluation.		
3	13.a.	Criticize Clinician based Information System.	K5	CO3
		(OR)		
	13.b.	Explain the Dissemination of Test Information.		
4	14.a.	Recommend CPOE.	K5	CO4
		(OR)		
	14.b.	Justify Application of HIS in Pharmacy.		
5	15.a.	Compile Mobile based Healthcare applications.	K6	CO5
		(OR)		
	15.b.	Discuss about AI in OTs.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	List the importance of Information in Decision making process.	K4	CO1
2	17	Compare Patient based and Organization based Information System.	K4	CO2
3	18	Write the importance of Laboratory Information System.	K5	CO3
4	19	Recommend a suitable Management Information System for a Superspecialty Hospital.	K5	CO4
5	20	Elaborate Future trends in Healthcare.	K6	CO5

Z-Z-Z

END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MSc DEGREE EXAMINATION DECEMBER 2024
(Third Semester)

Branch- HOSPITAL ADMINISTRATION

MAJOR ELECTIVE COURSE -II : MEDICAL AND HEALTH TOURISM

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which of the following is a major challenge faced by global healthcare systems? a. Overabundance of healthcare workers b. Unequal access to healthcare services c. Too many hospitals in rural areas d. Lack of technological innovation	K1	CO1
	2	What does Universal Health coverage aim to achieve? a. Free healthcare for all citizens b. Equal access to quality healthcare services without financial hardship c. Priority access to healthcare for high-income individuals d. Healthcare services limited to government hospitals	K2	CO1
2	3	What is the first step in assessing an international market? a. Develop a marketing strategy b. Identify potential target markets c. Establish distribution channels d. Launch promotional campaigns	K1	CO2
	4	Which of the following is a key economic factor to assess when determining the attractiveness of an international market? a. Political stability b. Legal regulations c. GDP growth rate d. Cultural values	K2	CO2
3	5	Which of the following is a characteristic of a strong organizational culture? a. Flexible and adaptable b. Hierarchical and bureaucratic c. Shared values and norms d. Focus on individual performance	K1	CO3
	6	Which International culture dimension, according to Hofstede measures the degree to which societies tolerate uncertainty? a. Power Distance index b. Individualism vs Collectivism c. Uncertainty Avoidance Index d. Masculinity Vs Femininity	K2	CO3
4	7	What is a significant challenge faced by medical tourists? a. Language barriers b. Quality of care c. Post treatment follow-up d. All of the above	K1	CO4
	8	Which document is typically required for medical visa applications in India? a. Passport b. Medical records c. Proof of financial resources d. Letter from treating physician	K2	CO4

Cont...

5	9	Which of the following is a key factor driving medical tourism? a. Lower costs for treatment b. Lack of healthcare options in the home country c. High quality care abroad d. All of the above	K1	CO5
	10	What is a common reason for patients from developed countries to seek treatment abroad? a. Better technology in developing countries b. Longer wait times in their home country c. Lower healthcare standards abroad d. Unavailability of treatment options abroad	K2	CO5

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Analyse the key drivers for internalization in Healthcare sector.	K4	CO1
		(OR)		
	11.b.	Examine Product cycle theory.		
2	12.a.	Elaborate on International marketing mix strategy.	K6	CO2
		(OR)		
	12.b.	Illustrate Branding in Healthcare sector.		
3	13.a.	Distinguish between Medical ethics Vs Business Ethics.	K6	CO3
		(OR)		
	13.b.	Analyse on the challenges of logistics in cross border operations.		
4	14.a.	Evaluate Price discrimination in Healthcare market.	K5	CO4
		(OR)		
	14.b.	Explain Visa Documentation in Medical value Tourism.		
5	15.a.	Examine organizations promoting tour operators in India.	K5	CO5
		(OR)		
	15.b.	Analyse the distribution system in Tourism operations.		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Infer the implications of internationalization on organizational strategy.	K4	CO1
2	17	Examine the key pitfalls of International marketing.	K6	CO2
3	18	Analyse the impact of cross border operations on healthcare services.	K6	CO3
4	19	Evaluate concept of costing in Healthcare.	K5	CO4
5	20	Interpret IATA Accreditation.	K5	CO5

Z-Z-Z END

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MSc DEGREE EXAMINATION DECEMBER 2024
(Third Semester)

Branch - HOSPITAL ADMINISTRATION

**MAJOR ELECTIVE COURSE II : HEALTH INSURANCE AND FINANCIAL
COUNSELLING**

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	What is the purpose of health insurance? (a)To provide financial protection against medical expenses (b)To offer discounts on healthcare services (c)To guarantee free healthcare for everyone (d)None of the above	K1	CO1
	2	Which one is basically deals with sickness and therefore expenses incurred due to sickness? (a)General insurance (b)Marine insurance (c)Sports insurance (d) Labour insurance	K2	CO1
2	3	Which one is appointed to provide health services in villages? (a)Health guide (b)Health worker (c)Doctor (d) all of the above	K1	CO2
	4	Schedule H drug belongs to (a)Narcotic drug (b)Dangerous drug (c)Imported drug (d)List of prescription drugs	K2	CO2
3	5	It means selling insurance products by dealing directly with consumers rather than through intermediaries. (a)Direct mail marketing (b) direct marketing (c) Service marketing (d) Indirect marketing	K1	CO3
	6	Which is a financial service industry term that refers to the practice of selling insurance products through banking channels? (a)Consumer finance (b)Bancassurance (c)Insurance company (d)Advisory	K2	CO3
4	7	Which management is the process of managing insurance claims from the time a claim is made until it is resolved? (a)Claim management (b)Risk management (c)Financial management (d)Health insurance management	K1	CO4
	8	Claim management is critical to the success of an insurance process, as it helps insurers manage risk, prevent fraud and maintain (a)Compensation benefits (b)Hassle-free insurance (c)Customer satisfaction (d)Dissatisfaction	K2	CO4

Cont...

5	9	What is a formal alliance between hospitals and physicians? (a)HMO (b) PPO (c) PHO (d) IPO	K1	CO5
	10	If a patient presents with termed insurance you must. (a) Place as self pay and place the termed insurance as secondary (b) Keep the insurance loaded in case it gets back active (c) Remove the insurance and place as self pay (d)Keep the insurance loaded and note the account is termed	K2	CO5

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	What are the principles of health insurance?	K4	CO1
		(OR)		
	11.b.	Explain the concept of product design in the health insurance.		
2	12.a.	What are the issues to be considered the designing benefit package?	K5	CO2
		(OR)		
	12.b.	What are the Level of health services?		
3	13.a.	What is the marketing and servicing of health insurance?	K4	CO3
		(OR)		
	13.b.	What are the different elements of insurance marketing?		
4	14.a.	What is an insurance claim management system?	K5	CO4
		(OR)		
	14.b.	How to enhance the role of third – party administrators in the insurance?		
5	15.a.	Explain the importance of health maintenance organization.	K6	CO5
		(OR)		
	15.b.	Short notes on contractor provider network. Give examples.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Explain the development and evaluation of current trends in health insurance.	K5	CO1
2	17	How much does the plan cost in the health insurance?	K4	CO2
3	18	Discuss the role of regulatory authority in supervising promotional activities.	K6	CO3
4	19	Explain the nature of claims from various classes of insurance.	K6	CO4
5	20	What is an example of a managed health care plan?	K5	CO5

Z-Z-Z END